



**UNIVERSITAS
PRASETIYA MULYA**

TUGAS AKHIR

**Analisis Pengembangan Usaha Fesyen
Smart Casual Heart Smith**

| | |
|-------------------------|-------------|
| Amanda Lie | 13112010150 |
| Daniel Gifford M. | 13112010097 |
| Graciella Chandra | 13112010139 |
| Vincentius Jefferson H. | 13112010328 |
| Vito Verando | 13112010340 |

**PROGRAM STUDI S1 MANAJEMEN
UNIVERSITAS PRASETIYA MULYA
JAKARTA, 2024**



**UNIVERSITAS
PRASETIYA MULYA**

FINAL PROJECT

**Analysis of Smart Casual Fashion Business
Development from Heart Smith**

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**UNDERGRADUATE OF MANAGEMENT PROGRAM
BUSINESS CONCENTRATION
UNIVERSITAS PRASETIYA MULYA
JAKARTA, 2024**